

AJAY K. KOHLI
GEORGIA INSTITUTE OF TECHNOLOGY

December 2023

Ajay K. Kohli is the Gary T. and Elizabeth R. Jones Chair, and Regents Professor (Marketing) at the Scheller College of Business, Georgia Institute of Technology.

Professor Kohli is a former Editor-in-Chief of the *Journal of Marketing*, the premier broad-based academic journal in Marketing. The Journal's two-year impact factor increased from 3.6 to 5.5 over the course of his tenure (2008-2011).

He is Associate Editor, *Journal of Marketing* and Area Editor, *International Journal of Research in Marketing*. He has served on the Board of Directors of the American Marketing Association. He currently serves on the International Advisory Board of BI Norwegian Business School and on the Advisory Boards of the *Journal of Marketing* and *Journal of Selling and Sales Management*.

Dr. Kohli's research focuses on a variety of topics including market orientation, sales management, customer solutions, market signaling, B2B marketing and brand management.

His research has been cited more than 48,000 times. He is among the 100 most cited authors in the fields of Business and Economics combined in a decade. Two of his articles are among the 10 most cited *Journal of Marketing* articles in a quarter century. He is represented in ISI Highly Cited.com, an ISI web site that lists the top 0.5% cited authors during two decades in a number of social and natural sciences combined.

Dr. Kohli received the 2017 AMA/McGraw-Hill/Irwin award, widely considered to be the highest career award in Marketing. He received the Paul D. Converse award (termed "Marketing Hall of Fame" by *Fortune*) in 2016 for his work on market orientation.

He has received three honorary doctorates—from BI Norwegian Business School, University of St. Gallen, Switzerland and Corvinus University of Budapest.

Dr. Kohli is an AMA Fellow, EMAC Fellow, and ISBM Fellow. He is a recipient of IIM Calcutta's Distinguished Alumnus Award 2017. He is also a recipient of the Mahajan award for career contributions to marketing strategy, and one of three 25-year Consortium Fellow Excellence award recipients for his year.

He is the first two-time recipient of the Sheth Foundation / *Journal of Marketing* award for an article's long-term impact on the field of marketing. He received the Alpha Kappa Psi award (now called MSI/Paul Root award) for his article in the *Journal of Marketing*, the ISBM-David T. Wilson-Sheth Foundation award for long-term impact in B2B marketing, and the Sheth award for his article in the *Journal of the Academy of Marketing Science*. He has received the best paper award from the *International Journal of Research in Marketing*, and the annual AMA SERVSIG award for the best services article. In addition, one of his articles was a finalist for the Harold H. Maynard award (now called Hunt/Maynard award) for its contribution to marketing theory and thought.

He has taught at Emory University, Harvard Business School and The University of Texas at Austin. He has also taught at IMD, Switzerland, the BI Norwegian Business School, HSN, Norway, University of Muenster, Germany, Singapore Management University, SDA Bocconi, Italy, and WHU, Germany. He has led numerous executive education seminars in the U.S., Europe, Asia, and Latin America. He has taught at the undergraduate, MBA, EMBA, and Ph.D. levels, and received the College-wide Jack G. Taylor Teaching Excellence Award at UT-Austin.

Professor Kohli served as the founding Associate Dean and Director of the doctoral program in Business at Emory University. In this capacity, he was responsible for launching the doctoral program, recruiting students, developing operating processes, and ongoing administration.

He has served on the Reappointment, Promotion and Tenure Committee (as chair and as a member), on the Dean Search Committee, and on the Doctoral Committee at the Scheller College of Business at Georgia Tech. He has served as the Area Coordinator at the Goizueta School of Business at Emory University.

Dr. Kohli has worked in India for the Tata Group and HMM (now GSK). He has worked in the US as a Group Leader of the Monitor Group (now part of Deloitte). He has also consulted with and/or taught at several companies including 3M, Accenture, Andersen, Coca-Cola, Dow Chemical, Eastman Kodak, The Forum Corporation, Halliburton, IBM, Shell, Texas Instruments, and the World Bank.

Dr. Kohli holds a bachelor's degree in Electrical Engineering from IIT Kharagpur, a PGDM (MBA) from IIM Calcutta, and a PhD in Business Management from the University of Pittsburgh.

AJAY K. KOHLI

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December 2023

EDUCATION

- | | |
|------|--|
| 1986 | Ph.D. (Business Administration)
University of Pittsburgh |
| 1977 | P.G.D.M. (M.B.A.)
Indian Institute of Management, Calcutta |
| 1975 | B. Tech. (Electrical Engineering)
Indian Institute of Technology, Kharagpur |

ACADEMIC POSITIONS

- | | |
|-----------|---|
| 2008– | Regents Professor (since 2018);
Gary T. and Elizabeth R. Jones Chair, and Professor of Marketing
Scheller College of Business, Georgia Institute of Technology |
| 1999–2008 | Isaac Stiles Hopkins Chair in Marketing
Goizueta Business School, Emory University

Marketing Area Coordinator (2004–2006)
Goizueta Business School, Emory University

Founding Associate Dean and Director of Doctoral Program (2001–2004)
Goizueta Business School, Emory University |
| 1997–1999 | Sam Barshop Centennial Professor of Marketing Administration
Department of Marketing Administration
The University of Texas at Austin |
| 1995–1997 | Professor
Department of Marketing Administration
The University of Texas at Austin |
| 1991–1995 | Associate Professor
Department of Marketing Administration
The University of Texas at Austin |

1986–1991 Assistant Professor
Department of Marketing Administration
The University of Texas at Austin

VISITING POSITIONS

2019 - International Visiting Professor
(part years) University of Munster, Germany

2012 – Distinguished Visiting Professor
(part years) Singapore Management University

2017 – Distinguished Research Scholar
(part years) IMD, Lausanne

1997 – 1998 Class of 1962 Visiting Professor
Harvard Business School

1997 (Summer) Visiting Professor
Norwegian School of Management, Norway

1991 (Spring) Visiting Professor
The Koblenz School of Corporate Management, Germany

INDUSTRY POSITIONS

2000–2001 Group Leader, Monitor Company

1995 (Spring) Professor-in-Residence, 3M Telecom Systems Division

1981-1982 Sales Executive, HMM Limited

1978-1981 Assistant Manager, Forbes Forbes Campbell and Co. Ltd.,
IVP Limited

1977-1978 Management Trainee, Forbes Forbes Campbell and Co. Ltd.

PUBLICATIONS: JOURNALS

Spielmann, Nathalie, Christopher Williams and Ajay K. Kohli (forthcoming), “Local Roots and Global Responsibility: Terroir Brands and their Responsible Engagement,” Journal of International Marketing.

Burchett, Molly R., Brian Murtha and Ajay K. Kohli (2023), “Secondary Selling: Beyond the Salesperson-Customer Dyad,” Journal of Marketing, 87(4), 575-600.

Kohli, Ajay K. and Bernard J. Jaworski (2023), Market Driving: Some Directions for Future Research, Industrial Marketing Management, 113 (August), 348-51.

Brock, Juergen and Ajay K. Kohli (2023), “The Emerging World of Digital Exploration Services,” Journal of Business Research, 155, Part A, January, 113434.

- Haenlein, Michael, Mary Jo Bitner, Ajay K. Kohli, Katherine N. Lemon and David J. Reibstein (2022), "Guest Editorial: Responsible Research in Marketing," Journal of the Academy of Marketing Science, 50 (January), 8-12.
- Kohli, Ajay K. and Michael Haenlein (2021a), "Factors Affecting the Study of Important Marketing Issues: Additional thoughts and Clarifications," International Journal of Research in Marketing, 38 (March), 29-41. This paper received the **"best paper" award for 2021**.
- Kohli, Ajay K and Michael Haenlein (2021b), "Factors Affecting the Study of Important Marketing Issues: Implications and Recommendations," International Journal of Research in Marketing, 38 (March) 1-11.
- Mier, Joel and Ajay K. Kohli (2021), "Netflix: Reinvention across multiple time periods, reflections and directions for future research," AMS Review, 11, 194-205.
- Jaworski, Bernard J., Ajay K. Kohli and Shikhar Sarin (2020), "Driving Markets: A Typology and a Seven-Step Approach," Industrial Marketing Management, 91 (November), 142-151.
- Bond, Edward U., Ad de Jong, Andreas Eggert, Mark B. Houston, Michael Kleinaltenkamp, Ajay K. Kohli, Thomas Ritter, and Wolfgang Ulaga (2020), "The Future of B2B Customer Solutions in a Post-COVID-19 Economy: Managerial Issues and an Agenda for Academic Inquiry," Journal of Service Research, 23(4), 401-408 (invited editorial).
- Zeithaml, Valarie A., Bernard J. Jaworski, Ajay K. Kohli, Kapil R. Tuli, Wolfgang Ulaga, and Gerald Zaltman (2020), "A Theories-in-Use Approach to Building Marketing Theory," Journal of Marketing, 84(1), 32-51.
- Ulaga, Wolfgang and Ajay K. Kohli (2018), "The Role of a Solutions Salesperson: Reducing Uncertainty and Fostering Adaptiveness," Industrial Marketing Management 69 (February), 161-168.
- Jaworski, Bernard J. and Ajay K. Kohli (2017), "Conducting Field-Based, Discovery Oriented Research: Lessons from our Market Orientation Research Experience," AMS Review, (7) 4-12 (invited article, with three commentaries).
- Kohli, Ajay K. (2017) "Theorizing with Managers: Nenonen et al. are Right On!", European Journal of Marketing, 51 (7/8), 1161-1162 (invited commentary).
- Kohli, Ajay K (2017), Market Orientation in a Digital World," Global Business Review, 18(3S), 203-05 (invited article).
- Robinson, B. Adina, Kapil R. Tuli and Ajay K. Kohli (2015), "Does Brand Licensing Increase a Licensor's Shareholder Value?," Management Science, 61 (June), 1436-55.
- Bahadir, Cem, Jade DeKinder, and Ajay Kohli (2015), "Marketing an IPO Issuer in Early Stages of the IPO Process," Journal of the Academy of Marketing Science, 43 (January), 14-31.
- Griffin, Abbie, Brett W. Josephson, Gary Lilien, Fred Wiersema, Barry Bayus, Rajesh Chandy, Ely Dahan, Steve Gaskin, Ajay Kohli, Christopher Miller, Ralph Oliva and Jelena Spanjol (2013), "Marketing's Roles in Innovation in Business-to-Business Firms: Status, Issues and Research Agenda," Marketing Letters, 24 (December), 323-37.

- Sarin, Shikhar, Goutam Challagalla and Ajay K. Kohli (2012), "Implementing Changes in Marketing Strategy: The Role of Perceived Outcome- and Process-Oriented Supervisory Actions," Journal of Marketing Research, 49 (August) 564-580.
- Kohli, Ajay K. (2011), "Looking Through the Lens of B2b and Beyond . . ." Industrial Marketing Management, 193-94 (invited commentary).
- Murtha, Brian R., Goutam Challagalla and Ajay K. Kohli (2011), "The Threat from Within: Account Managers' Concern About Opportunism by Their Own Team Members," Management Science, 57 (September), 1580-1593.
- Sarin, Shikhar, Trina Sego, Ajay K. Kohli and Goutam Challagalla (2010), "Characteristics that Enhance Training Effectiveness in Implementing Technological Change in Sales Strategy: A Field-based Exploratory Study," Journal of Personal Selling and Sales management, 30 (spring), 141-55.
- Tuli, Kapil R., Sundar Bharadwaj and Ajay K. Kohli (2010), "Ties that Bind: The Impact of Multiple Types of Ties with a Customer on Sales Growth and Sales Volatility," Journal of Marketing Research, 47 (February), 36-50.
- Challagalla, Goutam, R. Venkatesh and Ajay K. Kohli (2009), "Proactive Postsales Service: When and Why Does it Pay Off?," Journal of Marketing, 73 (March), 70-87.
- DeKinder, Jade S. and Ajay K. Kohli (2008), "Flow Signals: How Patterns Over Time Affect the Acceptance of Start-Up Firms," Journal of Marketing, 72 (September), 84-97.
- Tuli, Kapil R., Ajay K. Kohli and Sundar G. Bharadwaj (2007), "Rethinking Customer Solutions: From Product Bundles to Relational Processes," Journal of Marketing, 71 (July), 1-17. This article was a finalist for the Harold H. Maynard award for its contribution to marketing theory and thought.
- Kohli, Ajay K. (2006), "Dynamic Integration: Extending the Concept of Resource Integration," Marketing Theory, 6 (3), 290-91 (invited paper).
- Rouziès, Dominique, Erin Anderson, Ajay K. Kohli, Ronald E. Michaels, Barton A. Weitz, Andris A. Zoltners (2005), "Sales and Marketing Integration: A Proposed Framework," Journal of Personal Selling and Sales Management, 25 (Spring), 113-122.
- Jaworski, Bernard J., Deborah MacInnis, and Ajay K. Kohli (2002), "Generating Competitive Intelligence in Organizations," Journal of Market-Focused Management, 5 (December), 279-307.
- Lurie, Robert S. and Ajay K. Kohli (2002), "A Smarter Way to Sell Commodities," Harvard Business Review, 80 (April), 24-26.
- Venkatesh, R., Goutam Challagalla, and Ajay K. Kohli (2001), "Heterogeneity in Sales Districts: Beyond Individual-Level Predictors of Satisfaction and Performance," Journal of the Academy of Marketing Science, 29 (Summer), 238-254.
- Davenport, Thomas H., Jeanne G. Harris, Ajay K. Kohli (2001), "How Do They Know Their Customers So Well?" Sloan Management Review, 42 (Winter), 63-73.

- Maltz, Elliot and Ajay K. Kohli (2000), "Reducing Marketing's Conflict with Other Functions: The Differential Effects of Integrating Mechanisms," Journal of the Academy of Marketing Science, 28 (Fall), 479-492.
- Jaworski, Bernard J., Ajay K. Kohli, and Arvind Sahay (2000), "Market Driven vs. Driving Markets," Journal of the Academy of Marketing Science, 26 (Winter), 45-54.
- Kohli, Ajay K., Tasadduq A. Shervani, and Goutam N. Challagalla (1998), "Learning and Performance Orientation of Salespeople: The Role of Supervisors," Journal of Marketing Research, 35 (May), 263-274.
- Menon, Ajay, Bernard J. Jaworski, and Ajay K. Kohli (1997), "Product Quality: Impact of Interdepartmental Interactions," Journal of the Academy of Marketing Science, 25 (Summer), 187-200. This article received the Jagdish N. Sheth award for the best paper published in this journal in 1997.
- Jaworski, Bernard J. and Ajay K. Kohli (1996), "Market Orientation: Review, Refinement, and Roadmap," Journal of Market-Focused Management, 1 (2), 119-35.
- Selnes, Fred, Bernard J. Jaworski, and Ajay K. Kohli (1996), "Market Orientation in United States and Scandinavian Companies: A Cross Cultural Study," Scandinavian Journal of Management, 12 (June), 139-57.
- Maltz, Elliot and Ajay K. Kohli (1996) "Market Intelligence Dissemination Across Functional Boundaries," Journal of Marketing Research, 33 (February), 47-61. This research was featured in the Briefings from the Editors section of the Harvard Business Review, 1998, vol 76 (Jan-Feb), 10-11.
- Leuthesser, Lance and Ajay K. Kohli (1995), "Relational Behavior in Business Markets: Implications for Relationship Management," Journal of Business Research, 34 (November), 221-33.
- Venkatesh, R., Ajay K. Kohli and Gerald Zaltman (1995), "Influence Strategies in Buying Centers," Journal of Marketing, 59 (October), 71-82.
- Kohli, Ajay K. and Bernard J. Jaworski (1994), "The Influence of Coworker Feedback on Salespeople," Journal of Marketing, 58 (October), 82-94.
- Frazier, Gary L., Bernard J. Jaworski, Ajay K. Kohli, and Barton A. Weitz (1994), "Buyer-Supplier Relational Characteristics and Joint Decision Making," Marketing Letters, 5 (July), 259-70.
- Kohli, Ajay K., Bernard J. Jaworski, and Ajith Kumar (1993), "MARKOR: A Measure of Market Orientation," Journal of Marketing Research, 30 (November), 467-77.
- Jaworski, Bernard J. and Ajay K. Kohli (1993), "Market Orientation: Antecedents and Consequences," Journal of Marketing, 57 (July), 53-70. This article received the inaugural Sheth Foundation/Journal of Marketing award in 2002 for long-term contributions to the field of Marketing. Reprinted in Market Orientation, Brynjulf Tellefsen (ed.), 1995, Fagbokforlaget Vigmstad & Bjorke, Bergen: Norway. To be reproduced as a "classic article" in *RAE-revista de administração de empresas*, the management journal of the Fundação Getulio Vargas/Escola de Administração de Empresas de São Paulo (issue # 2, April-June 2006). A version of this article

also appeared as a Marketing Science Institute working paper (Report No. 92-104, February 1992).

Green, Robert T. and Ajay K. Kohli (1991), "Export Market Identification: The Role of Economic Size and Socioeconomic Development," Management International Review, 31 (1), 37-50.

Jaworski, Bernard J. and Ajay K. Kohli (1991), "Supervisory Feedback: Alternative Types and Their Impact on Salespeople's Performance and Satisfaction," Journal of Marketing Research, 28 (May), 190-201.

Kohli, Ajay K., N. Venkatraman, and John H. Grant (1990), "Exploring the Relationship Between Market Share and Business Profitability," Research in Marketing (vol. 10), Jagdish N. Sheth, ed., Greenwich, CT: Jai Press, Inc., 113-133.

Kohli, Ajay K. and Bernard J. Jaworski (1990), "Market Orientation: The Construct, Research Propositions, and Managerial Implications," Journal of Marketing, 54 (April), 1-18. This article received the Alpha Kappa Psi Foundation Award for its contribution to the advancement of marketing practice. Reprinted in Marketing Classics, Ben M. Enis, Keith K. Cox, and Michael P. Mokwa (eds.), 1995, Englewood Cliffs, NJ: Prentice Hall and in Market Orientation, Brynjulf Tellefsen (ed.), 1995, Fagbokforlaget Vigmostad & Bjorke, Bergen: Norway.

Deshpande, Rohit and Ajay K. Kohli (1989), "Knowledge Disavowal: Structural Determinants of Information Processing Breakdown in Organizations," Knowledge: Creation, Diffusion, Utilization, 11 (December), 155-169.

Kohli, Ajay K. (1989), "Effects of Supervisory Behavior: The Role of Individual Differences Among Salespeople," Journal of Marketing, 53 (October), 40-50.

Kohli, Ajay K. (1989), "Determinants of Influence in Organizational Buying: A Contingency Approach," Journal of Marketing, 53 (July), 50-65.

Kohli, Ajay K. and Gerald Zaltman (1988), "Measuring Multiple Buying Influences," Industrial Marketing Management, 17 (August), 197-204.

Prescott, John E., Ajay K. Kohli, and N. Venkatraman (1986), "The Market Share-Profitability Relationship: An Empirical Assessment of Major Assertions and Contradictions," Strategic Management Journal, 7 (July-August), 377-394.

Kohli, Ajay K. (1985), "Some Unexplored Supervisory Behaviors and Their Influence on Salespeople's Role Clarity, Specific Self-Esteem, Job Satisfaction, and Motivation," Journal of Marketing Research, 22 (November), 424-433.

PUBLICATIONS: CHAPTERS IN BOOKS AND REPORTS

Kohli, Ajay K., Bernard J. Jaworski and Nabil Shabshab (2019), "Customer Centricity: A Multi-Year Journey," in Robert Palmatier, Christine Moorman and Ju-Yeon Lee (eds.), *Handbook on Customer Centricity: Strategies for Building a Customer Centric Organization*, Edward Elgar Publishing, Northampton: MA.

Kohli, Ajay K. (2007), "Does Listening to Customers Hurt Product Innovation?," in a book of invited articles, Gabler Verlag: Wiesbaden, Germany.

Jaworski, Bernard J. and Ajay K. Kohli (2006), “Co-Creating the Voice of the Customer,” in Robert F. Lusch and Stephen L. Vargo (eds), *Toward a Service-Dominant Logic of Marketing: Dialog, Debate and Directions*, M.E. Sharpe, Inc. Armonk: NY.

Kohli, Ajay K. and Rohit Deshpandé (2005), “Marketing Organizations: Changing Structures and Roles,” in *Marketing Science Institute Special Report No. 05-200*.

PUBLICATIONS: CONFERENCE PROCEEDINGS

Bhargava, Mukesh, Bernard J. Jaworski, Ajay K. Kohli, and Sridhar Ramaswami (1987), “Sources of Synergy: An Examination of Their Potential Drawbacks,” in AMA Winter Educator's Conference Proceedings, Russell W. Belk et al., eds., Chicago: American Marketing Association, 187-190.

Kohli, Ajay K. and Jo Ann Novak (1984), “The Hypothesis of Formative Causation: Implications of an Alternative Paradigm for Marketing Theory,” AMA Winter Educators' Conference Proceedings, Paul F. Anderson and Michael J. Ryan, eds., Chicago: American Marketing Association, 35-38.

Prescott, John E., Ajay K. Kohli, and N. Venkatraman (1984), “Is the Relationship Between Market Share and Business Profitability Spurious?: An Empirical Assessment,” Academy of Management Proceedings, John A. Pierce II and Richard B. Robinson, Jr., eds., Columbia, SC: Academy of Management, 32-36.

PRESENTATIONS

IMD, Lausanne, November 2023

University of Glasgow, online, October 2022

Singapore Management University, September, October 2023

MSI Marketing Strategy seminar, online session for PhD students across the globe, Aug 18.

Expert workshop (invited master class on theory Construction), 2023 AMA Summer Conference, San Francisco, August 2023

University of Leipzig, Leipzig, July 2023

University of Munster, Munster, July 2023

Leeds University Business School Research Camp, Leeds, June 2023

Camp Riverside, USN and BI, Norway, June 2023 (participants from multiple Norwegian universities)

Marketing Strategy Consortium, University of Georgia, Athens, June 2023

AMA-Sheth Foundation Consortium, BI Norwegian Business School, Oslo, June 2023

EMAC Doctoral Colloquium, Copenhagen, May 2023

Copenhagen Business School, Copenhagen, April 2023

MICA, Ahmedabad – March 2023
2023 AMA Winter Conference, Junior Faculty mentor – February 2023

IMD, Lausanne, November 2022

University of Glasgow, online, October 2022

Singapore Management University, September-October 2022

Shri Ram College of Commerce, talk in the “Learning from the Best” series, online, September 2022

EHL, Lausanne, Switzerland, online, September 2022

Keynote talk, Bodhi Knowledge series, attended by over 70 C-level executives, online, September 2022.

ISBM pre-PhD Camp workshop, Chicago, August 2022.

University of Leipzig, Leipzig, July 2022

University of Munster, Munster, July 2022

Marketing Strategy Consortium, Texas A&M University, June 2022

Camp Riverside, USN and BI, Norway, June 2022 (participants from multiple Norwegian universities)

University of Denver, online, April 2022

MICA, Ahmedabad – January 2022

NASMEI – Great Lakes Institute of Management (India), research workshop, Dec 2021

Panelist alongside three Indian Industry leaders on session on “Demystifying Strategy” attended by C-Level Indian executives, organized by bodhi, Dec 2021.

University of Nebraska, Lincoln, December 2021

USN and BI, Camp Riverside, Norway, November 2021 (participants from multiple Norwegian universities)

IMD, Lausanne, October 2021

Theory Construction, Singapore Management University, online, September, October 2021

Theory construction, Proseminar, London Business School, Better Marketing for a Better World, online, September 2021

Keynote talk, CII (Confederation of Indian Industries, Mumbai), Online, September 2021

ESSEC, Paris, September 2021

University of Munster, Munster, September 2021

Expert Seminar on Theory Construction, Summer AMA conference, delivered online to a worldwide audience, August 2021.

ISBM PhD Camp, online, August 2021.

Theory Construction, Kennesaw State University, online, August 2021

Theory Construction, The University of Texas at Austin, online, February 2021

Marketing Strategy Consortium, The University of Texas at Austin, Texas, December 2020

Theory Construction, Singapore Management University, online, September/October, 2020

Theory Construction, Harvard Business School, online, September 2020

Theory Construction, University of Connecticut, online, September 2020

EMAC Emerging Research Scholar program, online, September 2020

Master Class on Theory Construction, AMA pre-conference, delivered online to a worldwide audience, August 2020.

Academy of Management, online, August 2020

Theories-in-Use, Duke University, online, March 2020

Theory construction, Proseminar, Indian University, Bloomington, February 2020

Theories-in-Use, JM-AMA Research Workshop, AMA Winter Conference, San Diego, February 2020

University of Waikato, New Zealand, August, 2019

Master Class, Best Practices in Theory Building, Summer AMA conference, Chicago, August, 2019

Writing a Review (current and former editors of the *Journal of Marketing*), Summer AMA Conference, Chicago, August 2019

Corvinus University of Budapest, July 2019

University of Munster, Munster, July 2019

AMA-Sheth Foundation Consortium, New York University, June 2019

Writing a Review (current and former editors of *Journal of Marketing*), EMAC Conference, University of Hamburg, Germany, May 2019

Meet the Editors session (represented *Journal of Marketing Research*), EMAC Conference, University of Hamburg, Germany, May 2019

USN and BI, Camp Riverside, Norway, May 2019 (participants from multiple Norwegian universities)

Smurfit School of Business, Dublin, Ireland, April 2019

Goethe University, Frankfurt, Germany, April 2019

Marketing Strategy Consortium, Indiana University, March, 2019

Michigan State University, March 2019

AMA Winter Conference, Austin, Texas, February 2019

GuruSpeak, IIMC Alumni Association, Kolkata, India, Dec, 2018

IIM Calcutta, Kolkata, India Nov, 2018

University of Connecticut, Storrs, Sept 2018.

EMAC Research camp, University of Vienna, Aug-Sept 2018

Research Camp session on writing papers, ISBM conference, Aug 2018

Pre-Conference one-day workshop, ISBM, Boston, Aug 2018

University of Munster, Munster, August 2018

HSN and BI, Camp Riverside, Norway, May 2018 (participants from multiple Norwegian universities)

Marketing Strategy Consortium, University of Missouri, March, 2018

University of Chile, Santiago, Chile, October 2017.

EMAC Research camp, Vienna, Austria, Sept 2017.

Deakin University, Melbourne, Australia, August 2017

University of Muenster, Muenster, Germany, June 2017

University of Warwick, Warwick, United Kingdom, June 2017

Copenhagen Business School, Copenhagen, Denmark, June 2017

HSN and BI Research camp, Norway June 2017.

Rutgers University, New Brunswick, May 2017.

HSN, Norway, June 2016 (paper with Kapil Tuli)

University of Manitoba, June 2016 (paper with Kapil Tuli)

Doctoral Consortium, Lappeenranta University of Technology, Lappeenranta (Keynote speaker), June 2016.

Lappeenranta University of Technology, May 2016 (paper with Kapil Tuli).

Texas Tech University, Lubbock, April 2016 (paper with Kapil Tuli)

University of Texas, Arlington, April 2016 (paper with Kapil Tuli)

AMA Winter Educators' Conference, Las Vegas, Feb 2016 (talk on customer opportunism).

Karlstad University, Sweden, November 2015 (paper with Kapil Tuli).

Darmstadt University, November 2015 (paper with Kapil Tuli).

University of St. Gallen, Switzerland, June 2015 (paper with Kapil Tuli).

University of Vienna, May 2015 (paper with Adina Robinson and Kapil Tuli).

University of Lappeenranta research forum for academics and practitioners, August 2014, Helsinki (paper on delivering customer solutions).

ISBM B2B Conference, July 2014, San Francisco (paper with Goran Vlastic and Gabriele Troilo).

Ecole de Management, Grenoble, France, June 2014 (paper with Kapil Tuli).

University of Bocconi, June 2014, Milan, Italy (paper with Adina Robinson and Kapil Tuli).

Thought Leadership on the Sales Profession Conference, June 2014, New York (paper with Brian Murtha and Goutam Challagalla).

ISBM New Product Success in B2B: The Sales/Marketing Interface (invitation only) conference on innovation commercialization, May 25, 2014 (talk on the role of market orientation in new product success).

AMA Winter Educators' Conference, DocSIG, Orlando, Feb 2014 (talk on preparing for tenure).

AMA Winter Educators' Conference, Sales Management in Emerging Markets, Orlando, Feb 2014 (talk on sales management issues in emerging markets).

Leuven University Research Camp, December 2013, Leuven Belgium (paper with Goran Vlastic and Gabriele Troilo).

AMA Winter Educators' Conference, DocSIG, Feb 2013, Las Vegas (talk on publishing in journals).

AMA Summer Educators' Conference, August 2013, Boston (special session on firm orientations).

Enhancing Sales Productivity Conference, July 2013, Muenster, Germany (paper with Richard McFarland and Goutam Challagalla).

Theory and Practice in Marketing Symposium, May 2012, Harvard Business School (paper with Shikhar Sarin and Goutam Challagalla).

EMAC Conference, May 2012, Lisbon (paper with Vlastic, Troilo, and Kesic).

AMA Winter Educators' Conference, February 2012, St. Petersburg (special session on Crafting Impactful Theory and Theory Articles).

AMA Winter Educators' Conference, February 2012, St. Petersburg (special session on Writing a Publishable Paper).

AMA Winter Educators' Conference, February 2012, St. Petersburg (paper with Goutam Challagalla and R. Venkatesh).

European Junior Faculty Development consortium in Paris, January 2011 (organized by ESCP & FNEGE, the French marketing association).

AMA Summer Educators' Conference, August 2010 (presentation at the pre-conference on Ideas that Matter).

AMA Summer Educators' Conference, August 2010 (paper with Goran Vlastic and Gabriele Troilo).

INFORMS Marketing Science Conference, June 2010, University of Cologne, Cologne, Germany (paper with Goran Vlastic and Gabriele Troilo).

INFORMS Marketing Science Conference, June 2010, University of Cologne, Cologne, Germany (paper with Shikhar Sarin and Goutam Challagalla).

EMAC Conference, June 2010, Copenhagen, Denmark (paper with Goran Vlastic and Gabriele Troilo).

Academy of Marketing Science Conference, May 2010, Portland, OR (paper with Trina Sego, Shikhar Sarin, Goutam Challagalla).

Academy of Marketing Science Conference, May 2010, Portland, OR (paper with Trina Sego, Shikhar Sarin, Goutam Challagalla).

Enhancing Sales Force Productivity Conference, April 2010, University of Kansas, KS (paper with Shikhar Sarin, Trina Sego, and Goutam Challagalla).

AMA Winter Educators' Conference, February 2010 (paper with Goran Vlastic and Gabriele Troilo).

AMA Winter Educators' Conference, February 2010 (paper with Adina Barbulescu).

Barbulescu, Adina and Ajay K. Kohli "The Impact of Brand Licensing on Licensor Financial Performance: A contingency Model," Presented at the INFORMS Marketing Science Conference, June 2007, Singapore Management University, Singapore.

Sturdy, Jade and Ajay K. Kohli, "Market Signals for Start-Up Firms," Presented at the INFORMS Marketing Science Conference, June 2006, University of Pittsburgh, Pittsburgh, PA.

- Kohli, Ajay K., "Market Orientation and Innovation," Presented at the AMA Winter Educators' Conference, February 2006, St. Petersburg, FL.
- Sturdy, Jade and Ajay K. Kohli, "Interpreting Customer Data," Presented at the Marketing Science Conference on Marketing, Sales and Customers, December 2005, Cambridge, MA.
- Tuli, Kapil, Ajay K. Kohli and Sundar Bharadwaj, "Why some Firms are Better at Developing Solutions," Presented at The Otago Forum, November 2005, Dunedin, New Zealand.
- Hills, Stacey Barlow, Shikhar Sarin, and Ajay K. Kohli, "A Scale for Measuring Market-Driving Behavior," Presented at the AMA Summer Educators' Conference, August 2005, San Francisco, CA.
- Sturdy, Jade and Ajay K. Kohli, "Customer Uncertainty, Market Signals and Firm Performance," Presented at the INFORMS Marketing Science conference, June 2005, Emory University, Atlanta, GA.
- Kohli, Ajay K., "Survey Research: Issues and Approaches," Presented at the AMA-Sheth Foundation Doctoral Consortium, University of Connecticut, July 2005, Storrs, CT.
- Kohli, Ajay K., "Marketing Organizations," Presented at special session on Marketing Strategy, AMA Summer Educators' Conference, August 2004, Boston, MA.
- Kohli, Ajay K. and Rohit Deshpande, "The Changing Role of Marketing in the Organization," Presented at the AMA-Sheth Foundation Doctoral Consortium, Texas A&M University, June, 2004, College Station, TX.
- Kohli, Ajay K., "Towards a Technology for Enhancing Market Orientation," Presented at the Academy of Marketing Science Annual Conference, May 2002, Sanibel Harbor, FL.
- Kohli, Ajay K., "Designing Marketing Channels to Deliver Great Customer Experience," Presented at the MSI/Teradata Center, Duke University, January 2002, Raleigh-Durham, NC. (Presentation based on Kohli, Challagalla, Jaworski, and Lurie.)
- Jaworski, Bernard J. and Ajay K. Kohli, "Teaching Challenges in the Evolving e-Commerce Arena," Presented at the AMA Faculty Consortium, Texas A&M University, July 2001, College Station, TX.
- Kohli, Ajay K. "Technology and Marketing Channels," Presented at the AMA-Sheth Foundation Doctoral Consortium, University of Miami, June 2001, Coral Gables.
- Kohli, Ajay K. and Kathy Jocz, "Dealing with the Challenges of Teaching e-Commerce," Presented at the AMA-Sheth Foundation Doctoral Consortium, University of Miami, June 2001, Coral Gables.
- Sridharan, Srinivas, Ajay K. Kohli, and Rosann Spiro, "What Exactly Does Market Orientation Mean for the Salesperson?" Presented at the AMA Winter Educators' Conference, 2001, Scottsdale, AZ.
- Kohli, Ajay K., "Organizational Learning and Marketing," Presented at the AMA Winter Educators' Conference, 2001, Scottsdale, AZ.

- Kohli, Ajay K. "Field-Based Marketing Theories," Presented at the AMA-Sheth Foundation Doctoral Consortium, University of Western Ontario, August, 2000, London, Canada.
- Kohli, Ajay K., "Market Orientation: State-of-the-Art." Presented at the Norwegian School of Management, November 1999.
- Venkatesh, R., Goutam Challagalla and Ajay K. Kohli, "The Influence of Peers on Salespeople: An Empirical Investigation," presented at University of Southern California research camp, (January 1999), Los Angeles.
- Jaworski, Bernard J., Ajay K. Kohli and Arvind Sahay, "Market Driven Versus Driving Markets," presented at the MSI/JAMS Conference, (December 1998), Miami.
- Jaworski, Bernard J., John Tammarro and Ajay K. Kohli, "Managing Market Knowledge: An Application to the Texas Instruments Experience," presented at the Marketing Science Institute Conference on Market Knowledge Management (October 1998), San Antonio.
- Kohli, Ajay K. "The Knowledge Development Marketplace," presented at the 1998 AMA-Sheth Foundation Doctoral Consortium, Athens, Georgia.
- Kohli, Ajay K. "The Structure of Market-Focused Corporations," presented at the ISBM Annual Conference, (June 1998), College Station, Pennsylvania.
- Kohli, Ajay K., Tasadduq A. Shervani, and Goutam N. Challagalla, "Learning and Performance Orientation of Salespeople: The Role of Supervisors," presented at the Sheth research camp, University of Pittsburgh, Feb, 1998.
- Kohli, Ajay K., Shervani, Tasadduq A., and Goutam N. Challagalla "Supervisory Influence on Salespeople's Goal Orientation, Work Behavior and Performance," INFORMS meeting (November 1996), Atlanta.
- Jaworski, Bernard J. and Ajay K. Kohli "Market Orientation: Review and Roadmap," presented at the University of Georgia (Summer 1997), Athens, Georgia.
- Kohli, Ajay K. "Enhancing Market Orientation: Insights from Practice and Implications for Research," presented as a part of panel discussion at the Third Research Conference on Relationship Marketing, Emory University (June 1996), Atlanta.
- Jaworski, Bernard J. and Ajay K. Kohli "Market Orientation: Review and Roadmap," presented at the AMA Faculty Consortium (June 1996), Phoenix.
- Kohli, Ajay K. and David Fischer "Enhancing Market Orientation -- Lessons from Recent Efforts" presented at the Marketing Science Institute Board of Trustees Meeting (November 1995), Dana Point, California.
- Shervani, Tasadduq A., Goutam N. Challagalla and Ajay K. Kohli, "Supervisory, Peer, and Cultural Controls and Their Influence on Salespeople's Learning and Performance Orientation," presented at the AMA Summer Educators' Conference (August 1995), Washington, D.C.
- Kohli, Ajay K. "Market Orientation: Measurement and Applications," presented at the Marketing Science Institute Board of Trustees Meeting (November 1994), Boston.

- Maltz, Elliot and Ajay K. Kohli “Antecedents and Consequences of Inter-Functional Market Intelligence Dissemination Quality,” presented at the AMA Summer Educators’ Conference (August 1994), San Francisco.
- Maltz, Elliot and Ajay K. Kohli “Factors Affecting Inter-Functional Dissemination of Intelligence,” presented at the Marketing Science Institute Northeast Priority Setting Meeting (November 1993), IBM Palisades Advanced Business Institute, Palisades, New York.
- Kohli, Ajay K. and Bernard J. Jaworski “Measurement of Market Orientation and Related Constructs,” presented at the AMA Winter Educators’ Conference (February 1993), Newport Beach, CA.
- Kohli, Ajay K. and Bernard J. Jaworski “Market Orientation: Antecedents and Consequences,” presented at the Fifth Annual Texas Faculty Research Colloquium (March 1992), Texas Christian University.
- MacInnis, Deborah J., Bernard J. Jaworski, and Ajay K. Kohli “Nobody is Pounding on My Door: Factors that Predict the Use of Market/Environmental Intelligence,” presented at the AMA Winter Educators’ Conference (February 1992), San Antonio.
- Kohli, Ajay K., Bernard J. Jaworski, and Fred Selnes “Market Orientation: Causes and Consequences,” presented at the Marketing Science Institute Mini-Conference and Market Focus Interest Group Meeting on “Becoming Market-Focused and Customer-Oriented: Current Findings and Future Research Directions,” (December 1991), Boston.
- Maltz, Elliot and Ajay K. Kohli “Factors Affecting Inter-Functional Dissemination of Intelligence: An Empirical Study,” presented at the Marketing Science Institute Mini-Conference and Market Focus Interest Group Meeting on “Becoming Market-Focused and Customer-Oriented: Current Findings and Future Research Directions,” (December 1991), Boston.
- Kohli, Ajay K. and Jaworski, Bernard J. “Market Orientation: Antecedents and Consequences,” presented at the 1991 AMA Doctoral Consortium (August 1991), University of Southern California, Los Angeles.
- Jaworski, Bernard J. and Ajay K. Kohli “Antecedents and Consequences of Market Orientation: An Empirical Investigation,” presented at the Marketing Science Institute conference on “Organizing to Become Market-Driven” (September 1990), Boston.
- Kohli, Ajay K. and Bernard J. Jaworski, “Types of Supervisory Feedback and Their Impact on Salespeople’s Performance and Satisfaction,” presented at the AMA Winter Educators’ Conference (February 1990), Scottsdale.
- Kohli, Ajay K., “Effects of Supervisory Behavior: The Role of Individual Differences Among Salespeople,” presented at the AMA Winter Educators’ Conference (February 1989), St. Petersburg.
- Kohli, Ajay K. and Bernard J. Jaworski, “Market Orientation: The Construct, A Propositional Inventory, and a Framework for Research,” presented at the Texas Marketing Faculty Colloquium (February 1989), University of Houston.

Kohli, Ajay K. and Bernard J. Jaworski, “Market Orientation: The Construct, A Propositional Inventory, and a Framework for Research,” presented at the Marketing Science Institute mini-conference (September 1988), Boston.

Green, Robert T. and Ajay K. Kohli, “Strategies for Targeting Export Markets,” presented at the AMA Summer Educators' Conference (August 1988), San Francisco.

Bhargava, Mukesh, Bernard J. Jaworski, Ajay K. Kohli, and Sridhar Ramaswami, “Sources of Synergy: An Examination of Their Potential Drawbacks,” presented at the AMA Winter Educator's Conference (1987), San Antonio.

Kohli, Ajay K. and Jo Ann Novak, “The Hypothesis of Formative Causation: Implications of an Alternative Paradigm for Marketing Theory,” presented at the AMA Winter Educators' Conference, (1984), Ft. Lauderdale.

Prescott, John E., Ajay K. Kohli, and N. Venkatraman, “Is the Relationship Between Market Share and Business Profitability Spurious?: An Empirical Assessment,” presented at the Academy of Management Conference, (1984).

RESEARCH INTERESTS

- Market Orientation
- Salesforce Management
- Market Signaling
- Brand Management
- Customer Solutions
- Organizational Buying
- Marketing Organizations

TEACHING EXPERIENCE

- Managing Marketing (Executive MBA course taught at Georgia Tech)
- Marketing Management (MBA core course taught at Georgia Tech)
- First Year Marketing (MBA core course taught at the Harvard Business School)
- Building Systemic Business Relationships (MBA elective in partnership with P&G, 3M, Motorola, and Imation taught at The University of Texas at Austin)
- Strategic Marketing (case- and simulation-based MBA elective taught at The University of Texas at Austin and Emory University)
- Marketing Management and Strategy (Ph.D. seminar taught at The University of Texas at Austin)

- Marketing Theory/Development of Marketing Thought (Ph.D. seminar taught at The University of Texas at Austin)
- Theory Construction (Ph.D. seminar taught at The University of Texas at Austin, Emory University, and to students world wide on the Internet under the auspices of IPSS series sponsored by ISBM, Penn State University, Georgia Tech)
- Marketing Policies (case-based undergraduate capstone course taught at the University of Texas at Austin)

EXECUTIVE EDUCATION & CONSULTING

Worked with a number of companies including 3M, Accenture, Anderson, Coca-Cola, Dow Chemical, Eastman Kodak, Forum Corporation, IBM, Halliburton, Synovus, and the World Bank in various consulting and/or executive education capacities. Designed and led a number of executive education seminars in the United States, Europe, Asia, and Latin America. Themes covered include customer centricity, developing growth strategies, differentiating commodities, customer journey and experience, and developing and delivering value propositions.

PROFESSIONAL SERVICE

Editorships

- Editor-in-Chief, *Journal of Marketing* (2008 – 2011)
- Associate Editor, *Journal of Marketing* (2018 -)
- Associate Editor, *Journal of Marketing Research* (2013 - 2020)
- Area/Senior Editor, *International Journal of Research in Marketing* (2015 -)
- Theory Development Editor, *Journal of Marketing* (2011 - 2016)
- Guest Area Editor *Journal of Marketing* (2011 - 2012)
- Guest Area Editor, *International Journal of Research in Marketing* (2013, 2014)

Editorial Advisory Board Member

- *Journal of Marketing* (2017 -)
- *Journal of Personal Selling and Sales Management* (2016 -)
- *Academy of Marketing Science Review* (2014 - 2019)
- *Marketing Intelligence and Planning* (2014 - ?)
- *Journal of Business and Industrial Marketing* (2006 - ?)
- *Journal of Marketing Theory and Practice* (1993 - ?)

Editorial Board Member

- *Journal of Marketing* (1991–2008; 2016-2018)
- *Journal of Academy of Marketing Science* (1991 - 2000)
- *International Journal of Research in Marketing* (2002 – 2015)
- *Journal of Market-Focused Management* (1995 - 2000)
- *Journal of Personal Selling and Sales Management* (1996 - 2002)

- *Journal of Business Research* (1988 - 2015)
- *Journal of Strategic Marketing* (1999 – 2002)
- *Journal of Business-to-Business Marketing* (1993 - 2014)
- *Asian Journal of Marketing* (1992 - ?)
- *Advances in Distribution Channels Research* (1986 - ?)
- *Journal of the Academy of Marketing Science* Ad Hoc Editorial Review Board member (1989 - 1991).

Ad Hoc Reviewer

- *Journal of Marketing* (1988 - 1990)
- *Journal of Marketing Research* (1987 –)
- *International Journal of Research in Marketing* (2001)
- *Marketing Science* (1991, 1994, 2012)
- *Management Science* (1989, 1991, 2003)
- *Journal of Management Studies* (1991)
- *Journal of Personal Selling and Sales Management* (1990, 2016)
- *Journal of Public Policy and Marketing* (2016)
- *International Journal of Research in Marketing* (1988)

Board Memberships

- Advisory Board, VitalProbe (2022 -)
- Board of Directors, American Marketing Association (2019 – 2022)
- Advisory Board, bodhi, consulting company in India (2021 -)
- International Advisory Board, Norwegian Business School (2017 -)
- Global Advisory Board, Sales and Marketing Institute (2018 -)

Chair/Judge/Reviewer for Research Competitions, Editorial selections

-
- Selection Committee, AMA/Irwin/McGraw-Hill award 2023
- Chair, Selection Committee, EMAC-Sheth Foundation Sustainability Research competition, 2023
- Selection Committee, EMAC-Sheth Foundation Sustainability Research competition, 2022
- Selection Committee, AMA/Richard D. Irwin/McGraw-Hill Distinguished Educator award, 2022
- Reviewer, Alden Clayton Doctoral Dissertation award, 2022
- Selection Committee, *Journal of Marketing* Editor-in-Chief, 2021
- Selection Committee, AMA/Richard D. Irwin/McGraw-Hill Distinguished Educator award, 2021
- Hunt/Maynard “best paper” award selection committee (member), 2021
- Selection Committee, AMA Fellows, 2019
- Selection Committee, Journal of Marketing’s Hunt/Maynard “best theory paper” award, 2018, 2019
- Selection committee, 2018 Steenkamp “best paper” award for long-term contribution, *International Journal of Research in Marketing*.
- Selection Committee (member), Editor-in-Chief of *Journal of Marketing*, 2017.

- Co-chair, inaugural AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles (2017).
- Selection Committee, EMAC/Sheth Foundation Doctoral Dissertation Competition, 2017, 2018, 2019.
- Blue Ribbon Panel for selection of the John Howard award for best dissertation-based paper, awarded by AMA, 2016
- Blue Ribbon Panel for selection of the best paper, Winter AMA Conference, 2016
- EMAC McKinsey dissertation award reviewer (2013).
- Best paper award selection committee member (1 of 4) for year 2005, *International Journal of Research in Marketing*.
- Best Paper award selection committee member, AMA Summer Educators' Conference, 2003
- John Howard/AMA Doctoral Dissertation competition, 1999, 2002, 2004
- Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute (1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2012, 2014)
- Blue Ribbon Panel of Judges, 1996 Academy of Marketing Science Doctoral Dissertation Competition.
- National Science Foundation International Research Fellow Awards Program (1996-97)
- ISBM Doctoral Dissertation Award Competition (1993, 1998, 2001, 2006, 2011, 2012)
- Seeing Differently research competition, Marketing Science Institute, (1993)
- Academy of Marketing Science Doctoral Dissertation competition (1992, 1993)
- Enhancing the New Product Development Process research competition, Marketing Science Institute (1992)

Reviewer, Research Conferences, Books

- AMA Summer Educators' Conference (1987, 1989, 1990, 1991, 1992, 1993, 1994, 1996, 1998, 1999, 2007)
- AMA Winter Educators' Conference (1989, 1990, 1991, 1992, 1993, 1994, 1996, 1998, 1999, 2000, 2003, 2008)
- Academy of Marketing Science Conference (1989, 1993, 1994)
- European Marketing Academy Conference (1996)
- Southwestern Marketing Association Conference (1990)
- Eastern Academy of Management Conference (1986)
- Pre-publication reviewer, Roger A. Kerin, Vijay Mahajan, and P. Varadarajan (1990), Contemporary Perspectives in Strategic Market Planning. Allyn and Bacon, MA.

Conferences, Roundtables, Workshops, Doctoral Student Mentoring

- PhD Project – Presentation to Doctoral students on crafting papers and responding to reviewers, August, 2012, Chicago.
- Faculty member, ISBM PhD camp, 2010, 2012, 2014, 2016

- Faculty member, ISBM Roundtable, 2007 (doctoral student advising)
- Faculty member, ISBM Roundtable, 2006 (doctoral student advising)
- Mentors' Breakfast, Doctoral Student Special Interest Group, AMA Winter Educators' Conference, February 2005, San Antonio.
- Roundtable Discussion member, Doctoral Student Special Interest Group, AMA Summer Educators' Conference, August 2004, Boston.
- Co-chair, Research Generation Workshop on the Role of Marketing in the Organization, sponsored by Marketing Science Institute, May 2004, Emory University, Atlanta, GA.
- Member, Sales Force Summit, May, 2004, University of Houston.
- Co-chair of the Market Orientation Roundtable, a new concept initiated and implemented in 1996 under the auspices of the Marketing Science Institute. Participating companies include Dow Chemical, DuPont, Eastman Kodak, Hewlett-Packard, IBM, Nestle, and USAA
- Member, Advisory Committee, Research Conference on Relationship Marketing, Emory University (1994, 1996)
- Track Chairperson, Marketing Management and Strategy, 1992 AMA Summer Educators' Conference, Chicago
- Member, Marketing Strategies Steering Group, Marketing Science Institute (1991-)
- Associate Member, Market Focus and Use of Information Technology Steering Groups, Marketing Science Institute (1991-)
- Co-Chair, Academy of Marketing Science Annual Conference (April 1990), New Orleans

Chair/Discussant, Conferences

- Chair, Advanced Marketing Strategy track, EMAC Doctoral Colloquium, Budapest, 2022.
- Chair, Advanced Marketing Strategy track, EMAC Doctoral Colloquium, online, 2020-21.
- Chair, Advanced Marketing Strategy track, EMAC Doctoral Colloquium, University of Hamburg, 2019.
- Co-Chair, Global Marketing Conference, Tokyo, Japan, 2018.
- Co-chair, Marketing Theory and New Paradigms track, EMAC Conference, May 2017, Groningen, Netherlands.

- Chair, pre-conference session on Tradecraft of Theory Construction, Summer AMA Conference, August 2016
- Chair, pre-conference session on Cookbooks, Formulas and Systems: The Tradecraft of Publishing, Summer AMA Conference, August 2016
- Chair – Meet the Editors session, Summer AMA Conference, August 2016
- Co-chair, Marketing Theory and New Paradigms track, EMAC Conference, May 2016, Oslo, Norway.
- Chair, special session on Theory Construction, AMA Winter Educators' Conference, Feb 2016, Las Vegas.
- Co-chair, Marketing Theory and New Paradigms track, EMAC Conference, May 2015, Leuven, Belgium.
- Moderator, Thought Leadership on the Sales Profession conference session, Columbia University, June, 2014, New York.
- Moderator, Thought Leadership on the Sales Profession conference session, Harvard Business School, May 2012, Boston.
- Chair, session on “Bundles, Solutions and Other Holistic Value Propositions,” AMA Winter Educators' Conference (February 2008), Austin, Texas.
- Chair and Discussant, session on “Customer-Focused Sales Management,” AMA Winter Educators' Conference (February 2008), Austin, Texas.
- Chair, “Survey Research: Problems and Prospects,” special session at AMA Winter Educators' Conference (February 2005), San Antonio, Texas. Participants include Dick Wittink, Sundar Bharadwaj, Ruth Bolton, and Bart Weitz.
- Discussion leader, “The Nature and Impact of Firm Market Orientation,” AMA Winter Educators' Conference (February 1998), Austin, Texas.
- Discussion leader, “Customers in the Organizational Context: How Organizations' Decisions Incorporate Customer Information,” Association for Consumer Research, Minneapolis, October 1995.
- Commentator, “The Changing Landscape in Grocery Retailing: The Information Highway Reaches the Trading Post” conference, Marketing Science Institute, June 1994, Atlanta.
- Chair, “Innovation and New Product Development Through Relationship Marketing” session, Second Research Conference on Relationship Marketing, Emory University, June 1994.
- Discussant, “Radical Theories of Seller Behavior” session at the AMA Winter Educators' Conference (February 1992), San Antonio.

- Discussant, “Buyer-Seller Interactions in Industrial Markets” session at the AMA Winter Educators' Conference (February 1989), St. Petersburg.
- Co-Chair, discussion group at the “Defining, Measuring, and Managing Brand Equity” conference sponsored by the Marketing Science Institute (March 1988), Austin.

Doctoral Consortium Faculty Fellow

- Faculty Fellow, 2023 EMAC Doctoral Colloquium, University of Southern Denmark.
- Faculty Fellow, 2023 AMA-Sheth Foundation Consortium, BI Norwegian Business School.
- Faculty Fellow, 2022 EMAC Doctoral Colloquium, Corvinus University of Budapest.
- Faculty Fellow, 2022 AMA-Sheth Foundation Consortium, The University of Texas at Austin.
- Faculty Fellow, 2021 EMAC Doctoral Colloquium, online.
- Faculty Fellow, 2021 AMA-Sheth Foundation Consortium, Indiana University.
- Faculty Fellow, 2020 EMAC Doctoral Colloquium, online.
- Faculty Fellow, 2019 AMA-Sheth Foundation Consortium, New York University.
- Faculty Fellow, 2019 EMAC Doctoral Colloquium, University of Hamburg, Germany.
- Faculty Fellow, 2018 AMA-Sheth Foundation Consortium, University of Leeds, UK.
- Faculty Fellow, 2018 EMAC Doctoral Colloquium, University of Strathclyde, Glasgow, UK.
- Faculty Fellow, 2017, EMAC Doctoral Consortium, University of Groningen, Groningen, Netherlands.
- Faculty Fellow (Track co-chair), 2016, EMAC Doctoral Consortium, BI Norwegian School of Management, Norway.
- Faculty Fellow, 2016, AMA-Sheth Foundation Doctoral Consortium, Notre Dame University, South Bend, IL.
- Faculty Fellow, 2015, AMA-Sheth Foundation Doctoral Consortium, London Business School.
- Faculty Fellow, 2015, EMAC Doctoral Consortium, KU Leuven and Vlerick Business School, Leuven, Belgium.
- Faculty Fellow, 2014, AMA-Sheth Foundation Doctoral Consortium, Northwestern University, Evanston, IL.
- Faculty Fellow, 2014, EMAC Doctoral Consortium, University of Valencia, Valencia, Spain.

- Faculty Fellow, 2013, AMA-Sheth Foundation Doctoral Consortium, University of Michigan, Ann Arbor.
- Faculty Fellow, 2012, University of Houston Doctoral Consortium, Houston, TX.
- Faculty Fellow, 2012, EMAC Doctoral Consortium, ISTCE Business School, Lisbon, Portugal.
- Faculty Fellow, 2012, AMA-Sheth Foundation Doctoral Consortium, University of Washington, Seattle.
- Faculty Fellow, SCP Doctoral Consortium, Atlanta, Feb 2011
- Faculty Fellow, SMA Doctoral Consortium, Memphis, Nov 2011.
- Faculty Fellow, 2011, EMAC Doctoral Consortium, University of Ljubljana, Ljubljana, Slovenia.
- Faculty Fellow, 2011, AMA-Sheth Foundation Doctoral Consortium, Oklahoma State University, Stillwater, OK.
- Faculty Fellow, 2010, EMAC Doctoral Consortium, Copenhagen Business School, Copenhagen, Denmark..
- Faculty Fellow, 2010, AMA-Sheth Foundation Doctoral Consortium, Texas Christian University, Forth Worth, TX.
- Faculty Fellow, 2009, EMAC Doctoral Consortium, Audencia School of Management, Nante, France.
- Faculty Fellow, 2009, AMA-Sheth Foundation Doctoral Consortium, Georgia State University, Atlanta, GA.
- Faculty Fellow, 2007, AMA-Sheth Foundation Doctoral Consortium, Arizona State University, Phoenix, AZ.
- Faculty Fellow, 2005, AMA-Sheth Foundation Doctoral Consortium, University of Cincinnati, Storrs, CT.
- Faculty Fellow, 2004, AMA-Sheth Foundation Doctoral Consortium, Texas A&M University, College Station, TX.
- Faculty Fellow, 2002, AMA-Sheth Foundation Doctoral Consortium, Emory University, Atlanta.
- Faculty Fellow, 2001 AMA-Sheth Foundation Doctoral Consortium, University of Miami, Coral Gables.
- Faculty Fellow, 2000 AMA-Sheth Foundation Doctoral Consortium, University of Western Ontario, London (Canada).

- Faculty Fellow, 1998 AMA-Sheth Foundation Doctoral Consortium, University of Georgia, Athens.
- Faculty Fellow, 1992 AMA Doctoral Consortium, Michigan State University, East Lansing.
- Faculty Fellow, 1991 AMA Doctoral Consortium, University of Southern California, Los Angeles.

Presentations to Faculty on Effective Teaching

- Conducted a series of seminars on effective teaching and marketing for European business school faculty in the International Teachers Program (ITP) organized by International Schools of Business Management (ISBM). Seminars held at the University of Aix-Marseilles, France (July-August 1990, August 1991)
- Invited presentation to the faculty at The University of Texas on effective teaching at the Third Annual Experienced Faculty Conference, (January 1988)
- Videotaped class session on file with Center for Teaching Effectiveness, The University of Texas as a sample of model teaching (1987)
- Invited presentation to the new faculty at The University of Texas on effective teaching (August 1987, 1988, 1990, 1992)

Doctoral Dissertations

- Chair:
 - Merve Uzunogullari Dissertation in process (co-chair)
 - Dionne Nickerson Three Essays on the Effects of Corporate Social Responsibility on Brand and Firm Outcomes (2019) [Co-chair]
 - Adina Barbulescu Sources of Brand Decline (2009) [Co-chair]
 - Jade S. DeKinder The Role of Market Signals in Acquiring Customers and Growing Sales: The Case of Start-Up Firms (2007)
 - Kapil Tuli Relationship Multiplexity: Effects on Sales Growth and Volatility from a Customer (2006) [Co-chair]
 - Elliot Maltz Antecedents and Consequences of Inter-Functional Intelligence Quality: An Empirical Study (1993)
 - Lance Leuthesser Boundary Behavior and Sellers' Performance in Business Relationships: A Contingency Approach (1990).
- Member:
 - Ayan Ghosh Dastidar (2022)
 - Anurag Vij (2021)

Deborah Abrams (2021)
Roberto Mora (2018)
Myoung-Jin Chae (2018)
Goran Vlastic (2010)
Brian Murtha (2008)
Rodrigo Guesalaga (2007)
Stacey Hills Barlow (2004)
Srini Srinivasan (2004)
Gita Lal (incomplete)
Tony Capraro (1999)
Suzanne Carter (1997)
Shikhar Sarin (1996)
R. Venkatesh (1994)
Goutam Challagalla (1994)
Srinivasan Swaminathan (1994)
Hildy Teegan (1993)
Samar Mukhopadhyay (1990)
Kuen-Hee Ju (1990)
John H. Williams (1990)
Mukesh Bhargava (1990)
Steven P. Brown (1990)
Pablo Rhi-Perez (1989)
Yoo S. Yang (1988)
David E. Griffith (1988).

Community Service

- Invited presentation to Texas Association of Public Purchasers on group decision making research (June, 1988).
- Invited presentation to the Austin Purchasing Management Association on group decision making research (May 1987).

School, College and University Committees and External Service

- Co-founded the MSI Marketing Strategy online seminar for doctoral students across the globe, August thru November 2023. Seminar involves a leading marketing faculty member across the globe running one session of the online seminar.
- VP, Corporate Relations, EMAC (2022-2025)
- Mentor, Creative Destruction Lab (CDL), Atlanta (2020-2023)
- EMAC-Sheth Foundation Sustainability Research Competition committee member, 2021, 2022
- DEI Committee member, Board of Directors, American Marketing Association, 2020 – 2021
- VP, Global Relations, EMAC, 2016-2019, 2019 - 2022.

- EMBA Programs Committee, 2017-2022.
- Faculty Senate member, Georgia Tech, 2015-2018.
- Academic Council member, American Marketing Association (2015 – 2018, 2018-2019).
- EMAC Executive Committee member (National Coordinator), 2014 - 2016
- NASMEI Board elected member, (2015 - 2018).
- Reappointment, Promotion and Tenure Committee, Scheller College of Business, Georgia Tech, 2009-10, 2010-11, 2011-2012, 2012-2013, 2013-2014 (Chair), 2014-2015, 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023, 2023-2024).
- Dean Search Committee (member), Scheller College of Business, 2013-2014.
- GTRIC competition judge, Feb 2013.
- Judge, MSI-SEI Research Competition on Thought Leadership on the Sales Profession (2013).
- Member, Chair and Professorship Committee, Scheller College of business, Georgia Tech, 2012-2013, 2016-2017; 2017-2018.
- Dean Five-Year Review Committee member, College of Management, Georgia Tech, 2011-2012.
- Member Chair and Professorship awards process committee, College of Management, Georgia Tech, 2011-2012.
- Member, EMBA Task Force, Scheller College of Business, Georgia Tech, 2011-2012.
- AMA Task Force member, 2010-11.
- B2B Leadership Board member, ISBM, 2011-2013.
- Member, Research Grant Committee, University Sales Education Foundation (USEF), 2011.
- Regents Professor and Regents Researcher Selection Committee, Georgia Tech, 2009-10.
- President's Strategic Planning Steering Committee, Georgia Tech, 2009-2010.
- Annual Faculty Research and Teaching Excellence Awards Committee, College of Management, Georgia Tech, 2008-10.
- Member, Doctoral Studies Committee, Goizueta Business School, Emory University, 2004-2008.
- Advisory Board member, IPSS, 2006-
- Member, Instructional Delivery Committee, IPSS, 2006-2007.
- Consultant to Sr. Vice President (Institutional Advancement) for project focused on defining and building the Emory brand, Emory University, 2005.

- Co-discussion Leader, University-wide signature theme development, Emory University 2004-05.
- Member, Research Committee, Goizueta Business School, Emory University, 2002-2003.
- Member, Ad Hoc Committee of Chairs, Goizueta Business School, Emory University, 2001-2008.
- Chair, Doctoral Studies Committee and Director of the Doctoral Studies, Goizueta Business School, Emory University, 2001-2004.
- Member, MBA Committee, Goizueta Business School, Emory University, 1999-2000.
- Member, Ph.D. Design Committee, Goizueta Business School, Emory University, 1999-2000.
- Member, Advisory Committee for International Faculty, Center for Teaching Effectiveness, The University of Texas (1990 - 1991).
- Member, Faculty Advisory Committee, Center for Teaching Effectiveness, The University of Texas (1989 - 1991).
- Promotion Review Committee for evaluating a candidate in the Management Department for promotion from Associate Professor to Professor (1996)
- MBA Policy Committee (1996-97; 1998-99).
- Faculty Teaching Excellence Award Committee (1995-96).
- Faculty Ambassador (BA 101), Fall, 1995
- Member UT-ITESM joint MBA program task force, Fall 1995.
- Contributed article titled “Market-Oriented Organizations” to the University publication Discovery highlighting research and scholarship at The University of Texas at Austin (1994, vol 14, no. 1).
- Member, MBA Core Council, Graduate School of Business (1992-93).
- Chair, Scholarship Committee, Graduate School of Business (1992-93).
- Member, Scholarship Committee, Graduate School of Business (1991-92).
- Member, MBA Curriculum Review Faculty Task Force (1991-92; 1992-93).
- Member, CBA/GSB Faculty Budget Committee (1988-89; 1990-91; 1992-93).

Department Committees, Other Service

- Marketing Area PhD Coordinator, Scheller College of Business, 2013-2014
- Marketing Area doctoral coordinator, Goizueta Business School, Emory University, 2005-2008.

- Marketing Area Coordinator, Goizueta Business School, Emory University, 2004-2006.
- Chair, Human Resources sub-committee, Marketing Department (1998-99).
- Member - Teaching and Research Awards nominating committee (1995-96).
- Member, Doctoral Advisory Committee, Department of Marketing (1995-1997; Spring 1990 - Fall 1992).
- Advisor, Industrial Marketing Task Force -- focused on developing corporate outreach programs (1993-94)
- Graduate Advisor, Department of Marketing (1992-93 - part)
- Faculty Advisor, Student Chapter of the American Marketing Association (Fall 1990).
- Chair, Marketing Management Area Committee, Department of Marketing (Fall 1987 - Fall 1992).
- Member, Faculty Recruiting Committee, Department of Marketing (1986 - 1993).
- Guest instructor, Marketing Topics doctoral seminars (Spring 1988, Fall 1988, Spring 1990, Fall 1990, Fall 1991).
- Member, Ph.D. Admissions and Continuance Committee, Department of Marketing (1986 - 1987).
- Member, Budget Council, Department of Marketing (Fall 1987; Spring 1989; Fall 1992; Fall 1993).
- Member, Ad Hoc Teaching and Research Awards Nomination Committee, Department of Marketing (Fall 1986).

AWARDS AND HONORS

Research

- “Best paper” award for paper published in 2021 from *International Journal of Research in Marketing*, 2022.
- Honorary Doctorate, BI Norwegian Business School (2018).
- ISBM-David T. Wilson-Sheth Foundation Award for Long Term Impact in B2B Marketing (2018).
- Distinguished Alumnus Award 2017, Indian Institute of Management, Calcutta.
- Sheth Foundation/*Journal of Marketing* Award for article in Journal of Marketing with the biggest long-term contribution to the Marketing discipline, 2017 (first person to receive this award twice).
- Keynote speaker, EMAC Conference, May 2017, Groningen, Netherlands.

- 2017 AMA/McGraw-Hill/Irwin Distinguished Marketing Educator Award
- Inducted as EMAC Fellow in 2017.
- Inducted as AMA Fellow in 2017.
- Honorary doctorate, University of St. Gallen, Switzerland (2016).
- Paul D. Converse award (2016).
- Finalist for the “best paper” award for 2015 article published in the *Journal of the Academy of Marketing Science*.
- Honorary doctorate, Corvinus University of Budapest (2015).
- Distinguished Visiting Professor, Singapore Management University (2012 - 2022).
- Inaugural “Icon Lecture,” Copenhagen Business School, Copenhagen, May 2012 (presentation on twenty years of research on market orientation to academics and practitioners).
- Visiting International Fellow, AIM Research (UK), 2011.
- 25-year Consortium Fellow Excellence Award (one of three), AMA-Sheth Foundation Doctoral Consortium, 2010.
- Inducted as ISBM Fellow in September 2010.
- Best Services paper award from the American Marketing Association SERVSIG, 2010.
- Mahajan award for Career contributions to the field of marketing strategy awarded by the American Marketing Association (2009).
- Harold H. Maynard award (finalist) for article published in the Journal of Marketing that contributes most to marketing theory (2008).
- Listed among the 100 most cited scientists in Economics and Business (#93 across all areas) during the 1993-2003 decade by Thomson ISI (<http://www.in-cites.com/nobel/2003-eco-top100.html>)
- Listed in ISIHgelyCited.com, an ISI website that lists the most highly cited authors during the last two decades in a variety of disciplines (<http://isihgelycited.com>). First listed in 2006.
- Two articles on market orientation published in the Journal of Marketing (1990; 1993) are among the ten most cited articles to appear in the Journal over 25 years (1980-2004) per a 2006 study conducted by Professor Jeffrey Schmidt, University of Oklahoma.
- Ranked as the third most influential scholar in Marketing based on the number of citations of articles published during 1990-96 in the top three Marketing journals in Helm, Hunt and Houston (2003), “Citation Frequency of Research Published in the Top Three Marketing Journals: Ranking the Impact of Articles, Scholars, and Institutions,” AMA Educators’ Proceedings (Summer), 198-208.

- Two articles published in the Journal of Marketing (1990; 1993) ranked as the fourth and fifth most influential in the field based on citation analysis of articles published in the top three Marketing journals during 1990-1996 (cited in Helm, Hunt and Houston (2003), "Citation Frequency of Research Published in the Top Three Marketing Journals: Ranking the Impact of Articles, Scholars, and Institutions," AMA Educators' Proceedings (Summer), 198-208.
- Inaugural Sheth Foundation/Journal of Marketing award for "Market Orientation: Antecedents and Consequences" (with Bernard J. Jaworski) published in the Journal of Marketing (July 1993). The award (given to articles published six to ten years prior to the year of the award) reflects the article's long-term contribution to the field of Marketing.
- Jagdish N. Sheth Award for the best paper published in the Journal of Academy of Marketing Science in 1997.
- College of Business Award for Research Excellence, The University of Texas at Austin (1997-98).
- One of 67 authors with 10 or more articles in the Journal of Marketing, Journal of Marketing Research, and Journal of Consumer Research during the period 1977-1996.
- Nominee for the College of Business Award for Research Excellence (1996-97; 1997-98)
- Second most frequent contributor to the top three marketing journals during 1989-1993 among all associate professors in Page and Mohr (1995), "Individual and Institutional Productivity in Marketing: Publishing in the Top Three Marketing Journals, 1989-1993," Proceedings, American Marketing Association (Winter), 417-424.
- Article titled "Market Orientation: Antecedents and Consequences" (with Bernard Jaworski) nominated as one of the five finalists for the Best Paper Award for papers published by the Marketing Science Institute in 1992.
- Summer Research Grant awarded by the Graduate School of Business, The University of Texas at Austin (1994) for "The Market Scanning Process" (with Deborah MacInnis and Bernard Jaworski).
- Doctoral dissertation completed by Elliot Maltz under my supervision received the Outstanding Doctoral Dissertation award (one of three awards given University-wide at UT-Austin in 1992-93).
- Senior Research Fellow, IC² Institute (1993-1999).
- Summer Research Grant awarded by the Graduate School of Business, The University of Texas at Austin (1993) for "Market Orientation: A Comparison of the United States, Denmark, Norway, and Sweden" (with Fred Selnes and Bernard Jaworski).
- Member, Marketing Strategies Steering Group, and Associate Member, Market Focus and Use of Information Technology Steering Groups, Marketing Science Institute (1991-1993).
- Second prize for "Factors Affecting Inter-Functional Dissemination of Intelligence: An Empirical Study" (with Elliot Maltz), Managing Market-Driven Quality research competition co-sponsored by the Marketing Science Institute and The Planning Forum (November 1991).

- Alpha Kappa Psi Foundation Award for “Market Orientation: The Construct, Research Propositions, and Managerial Implications” (with Bernard J. Jaworski) published in the Journal of Marketing (April 1990). The award reflects the article's significant contribution to the advancement of marketing practice.
- College of Business Research Excellence Award nominee (1990-91).
- Research Grant awarded by the Graduate School of Business, The University of Texas at Austin (August 1990) for “Boundary Behavior and Sellers' Performance in Business Relationships: A Contingency Approach” (with Lance Leuthesser).
- Special Research Grant awarded by the University Research Institute, The University of Texas at Austin (July 1990) for “Boundary Behavior and Sellers' Performance in Business Relationships: A Contingency Approach” (with Lance Leuthesser).
- Research award from the Marketing Science Institute, Boston (February 1990) for “Antecedents and Consequences of a Market Orientation: An Empirical Investigation,” Phase III (with Bernard Jaworski).
- Summer Research Grant awarded by the Graduate School of Business, The University of Texas at Austin (1990) for “Market Dominance and Business Performance: A Longitudinal Assessment” (with Venkatram Ramaswamy).
- Research award from the Marketing Science Institute, Boston (June 1989) for “Antecedents and Consequences of a Market Orientation: An Empirical Investigation,” Phase II (with Bernard Jaworski).
- Summer Research Grant awarded by the Graduate School of Business, The University of Texas at Austin (1989) for “Antecedents and Consequences of a Market Orientation: An Empirical Investigation” (with Bernard Jaworski).
- Research award from the Marketing Science Institute, Boston (October 1987) for “Causes and Consequences of Marketing Orientation: An Exploratory Investigation,” Phase I (with Bernard Jaworski).
- Special Research Grant awarded by the University Research Institute, The University of Texas at Austin (May 1987) for “Types of Feedback: Their Differential Effects on Salespeoples' Job Satisfaction, Motivation, and Performance” (with Bernard Jaworski).
- AMA Doctoral Consortium Fellow, 1985.
- “Is the Relationship between Market Share and Business Profitability Spurious?: An Empirical Assessment” (with John Prescott and N. Venkatraman) recognized as being among the five best submissions to the Business Policy and Planning Division of the Academy of Management Conference, 1984.

Teaching

- Jack G. Taylor Teaching Excellence Award, College of Business, The University of Texas at Austin (1993-94). (This is considered to be the highest award for teaching excellence in the College.)

- Nominee for the 1993-94 CBA Foundation Advisory Council Award for Teaching Innovation (joint nomination with Professor Leigh McAlister).
- Jack G. Taylor Teaching Excellence Award nominee (1991-92; 1992-93).
- CBA Foundation Teaching Award, 1989-90 (College-wide award for assistant professors at The University of Texas at Austin).
- Recognized as one of 24 “Master Teachers” throughout the University of Texas at Austin, 1990.
- Texas Excellence Teaching Award finalist, Spring 1989 (Association of Ex-Students of The University of Texas at Austin).
- Outstanding Elective Professor nominee, Spring 1988 (M.B.A. students at the University of Texas at Austin).
- Apple for the Teacher Award, 1986, University of Pittsburgh.

AFFILIATIONS

- American Marketing Association
- European Marketing Academy
- INFORMS
- Academy of Marketing Science
- Association for Consumer Research